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भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

BSNL 3G))) **BSNL LIVE**
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File No. 200-49/2005-NS(Pt.)

Dated: 9.1.2013

To

Sr. GM (Nodal Centres)
Kolkata/ Pune/ Chandigarh/ Trichy.

Sub: Guidelines for centralised VAS de-activation arrangement

In view of the difficulty being faced to implement TRAI direction 9(i) dated 4th July, 2011, alternatives were explored. Discussions were held with TRAI with sole objective of taking care of customers against forced activation of VAS. As a consequence, it emerged that prompt de-activation of VAS on receipt of request from the customer is of equal importance. As of now, request of de-activation from customers directly reach the server of VASPs, who, at times, ignore or take their own time to execute such requests. Also, there is no information or record available with BSNL regarding such de-activation requests and status of their execution by VASPs.

2. There is thus urgent need to centralise VAS de-activation requests from customers, enable proper accounting of such requests, maintain logs in-house and also to monitor timely execution. In this regard, following process (Diagram Annexed) of capturing VAS de-activation request, forwarding these to the respective VASPs and then getting compliance regarding execution, is hereby approved & conveyed:-

A: SMS Channel

- a) Instructions vide letter No. 200-49/2005-NS (Pt) dated 22.6.2012 issued by this office provide for toll free short code by suffixing '99' to the original short code of the VASP for de-activation/un-subscription of VAS. Even if, a customer sends blank SMS to such short code, it is presumed to be a request for de-activation of VAS working against that five digit short code.
- b) The SMSC will route all VAS Short codes suffixed with '99' to a **Zonal VAS server**, which may be server used for '53733 based BSNL services' or any other server earmarked for the purpose by the GM (CMTS) Nodal Center, leaving all other short codes with chargeable suffixes to be routed to the respective Required configuration in the SMSC may be carried out by the officer in-charge of SMSC and proper verification in respect of correct routing may be carried out by different officer, to be nominated by the Addl. GM (VAS) of the concerned CMTS Nodal Center.
- c) All de-activation requests received with short code having suffixed as '99' will be segregated by the Zonal VAS server and be placed in a folder of the respective VASP within it.
- d) All VASPs will access Zonal VAS server and pull the file containing such VAS de-activation requests on hourly basis from their respective folders in the Zonal VAS server.
- e) The VAS provider will execute such VAS de-activation requests and send back (Push) the executed file to the Zonal VAS server within next one hour so as to close the loop. Daily report will be generated from the Zonal VAS server for each of the VASPs indicating total number of De-activation

requests received, executed, pending for previous day and also cumulative for the calendar month. In addition, age-wise analysis of pending case will be provided to enable Zonal VAS team to take it up with the respective VASPs.

B: WEB based Channel

- a) VAS Portal of BSNL (vas.bsnl.co.in) will have an icon to enable customers to submit VAS de-activation request. Sr. GM (CMTS) Nodal Center Kolkata will arrange for required change in the VAS portal for this purpose & will coordinate for integration with zonal VAS Servers.
- b) Based on the Circle selected by the customer, VAS portal at Kolkata will forward such requests to the respective Zonal VAS server, which will store these requests in the respective folder of VASP as an intermix with those received through SMS channel.

C: Call Centres Channel

- a) Subscribers will access call centre and will register their requests for VAS de-activation either through IVRS or through an agent.
- b) The CRM of call centre will escalate such VAS de-activation requests to the Zonal VAS server, which will store these requests in the folder of respective VASP an intermix with requests received through SMS or Web channel.
- c) Addl. GM (VAS) of the CMTS Nodal Centres will coordinate with the Call Centres (BSNL officials as well as with Call Center Service Providers) to ensure required integration.

3. All VASPs will also transfer log of VAS activations to the Zonal VAS Servers for onward submission/storage in separate servers to be accessed by Call Center agents, Circle VAS complaint Nodal officers and others to use this data for addressing VAS complaints.

4. You may kindly ensure implementation of above stated guidelines by 31-1-2013 and send compliance for onward confirmation to TRAI. This task is to be owned by Addl. GM/ DGM (VAS) of the respective Zones in close coordination with the Addl. GM/ DGM in charge of Billing system in the Zone.

Encl: as stated



(D.K. Agrawal)

Addl. General Manager (VAS-III)

Copy to-

1. CMD & all Director, BSNL Board, New Delhi- for kind information pl.
2. Chief General Manager, All Telecom Circles – for necessary action please
3. All PGMs/ Sr. GMs/ GMs, BSNL CO- through intranet only
4. All VAS Providers

